



FIRST THINGS FIRST

Position Title: Community Awareness and Regional Outreach Manager

First Things First Description:

First Things First was established to help provide greater opportunities for all children five and under in Arizona to grow up ready to succeed. In November 2006, Arizona voters passed Proposition 203, a citizen's initiative that funds quality early childhood development and health through tobacco revenue.

With its passage, the Proposition created a new state level board known as the Arizona Early Childhood Development & Health Board. The state Board and 31 Regional Partnership Councils are partners in laying the foundation for a lifetime of wellbeing and success for the over 600,000 children five and under in Arizona.

The staff of First Things First provides research and expertise to support the work of the Board and Regional Councils, and the wide variety of implementation strategies in local communities. As a team, First Things First carries out its mission and goals using shared core values that reflect children as our first priority and by being thoughtful stewards of First Things First funds and resources.

General statement of responsibilities:

The Community Awareness and Outreach manager leads the community education function for First Things First (the Arizona Early Childhood Development and Health Board). The Manager has principal responsibility for meeting specified goals in building awareness of the importance of early childhood and the role of FTF. Targeted audiences include parents, caregivers, civically minded individuals, business and community leaders and elected officials. The Manager coordinates and oversees the work of 10-20 Parent Awareness and Community Outreach Liaisons stationed in FTF regional offices. Under the direction of the FTF Assistant Director for Communications, the Manager works closely with the Executive Director, statewide FTF Board members and Regional Partnership Councils to develop and implement community education goals, measurements and strategies, including outreach to specific groups, workshops, community events and event sponsorship. As part of the FTF Communications Team, the Manager provides technical support to local Regional Councils and Regional Council Coordinators/Managers in the creation and implementation of their local community outreach plans. The Manager leverages relationships with stakeholders and community organizations to maximize resources available to increase community awareness of early childhood development and health.

Essential job responsibilities and results:

- Primary responsibility for liaisoning with regional councils and regional staff for regional communications and public awareness needs.
- Act as an expert resource and spokesperson for First Things First.
- Provide outreach and education to diverse audiences through presentations, trainings, one-on-one meetings, events, e-activity, and other outreach strategies.
- Provide regular follow-up with outreach audiences to ensure education activities are completed, including media outreach.
- Work with entire communications team to ensure communications strategies and activities are reflective of the needs and assets of local communities.
- In partnership with central office and Regional Council staff, help meet the goal of engaging 25,000 Arizona citizens and organizations to actively champion early childhood development and health by December 31, 2011.

- Manage and motivate Parent Awareness and Community Outreach Liaisons stationed in FTF regional offices. The Liaisons are responsible for outreach in a distinct geographical region and with a pre-determined set of outreach targets.
- Develop the leadership of Liaisons through ongoing professional development and coaching.
- In collaboration with the Liaisons, build a strong community outreach team at FTF that includes Board members, Regional Council members, staff, FTF grantees, early childhood stakeholders and new champions.
- Write and implement central office community outreach plan for priority audiences; regularly update outreach plan in coordination with the Assistant Director for Communications, the Executive Director and the statewide Board.
- Ensure regular submissions by Liaisons to the statewide database of champions and regular communications with champions, including blogs, newsletters, Twitter, and Facebook posts.
- Provide regular updates and reports regarding progress in meeting statewide and region-specific community outreach goals.
- Other duties as needed to complete FTF outreach goals.

Qualifications:

- College degree required, with experience in community outreach, communications, or related field.
- Minimum of 5 years' management experience, preferably in a high-growth environment.
- Demonstrated success in effectively leading and developing staff; capacity to enforce accountability, develop and empower top-notch leaders, and tap into the collective strength and weaknesses of team members to set them up for success.
- Demonstrated track record in meeting community outreach goals.
- Firm understanding of the economic and political landscape in Arizona.
- Strong organizational skills necessary with special attention to detail and follow through.
- Strong relationship-building skills, with ability to leverage FTF networks to broaden base of support.
- Excellent communication (oral, written, presentation, and interpersonal) skills required.
- Ability to coordinate multiple projects and events simultaneously.
- Must be able to work flexible hours, including some evenings and weekends.
- Some travel required.
- Ability to work professionally in a fast-paced environment.
- Must be self-directed and self-motivated, with ability to work collaboratively and independently.
- Strong computer skills, including database and Internet proficiency.
- Must possess valid Arizona driver's license and show evidence of valid automobile insurance coverage.

Review of resumes will begin on Tuesday, July 13 and continue until the position is filled. For consideration please submit your cover letter, comprehensive resume and three professional references by the close of business on Monday, July 12, 2010 to:

www.azstatejobs.gov

In the AZ State Personnel System, the position is classified as a Grade 24, with a salary range of \$60,000 to \$85,000. The position is not covered under the State of Arizona Merit system rules. The State of Arizona offers an outstanding comprehensive benefits package.